



News Release

FOR IMMEDIATE RELEASE

Elpida Memory's 512 Megabit DDR Digital Consumer DRAM Offers High-Density, High-Speed Performance in Consumer Electronics Applications

Devices Use 90 nm Process Technology to Reduce Power Consumption by 30%

TOKYO, JAPAN, September 1, 2005 –Elpida Memory, Inc. (Elpida), Japan's leading global supplier of Dynamic Random Access Memory (DRAM), today announced availability of a 512 Megabit DDR Digital Consumer DRAM device optimized for consumer electronics applications. High-density, high-performance DRAM is becoming paramount in consumer electronics that have recently begun to support multi-channel MPEG decoding, high-definition video data or features such as picture-in-picture, and the 512 Megabit device is quickly gaining popularity in these applications. Elpida's device also reduces power consumption (e.g. IDD4) by 30% which is achieved by re-designing the circuitry using advanced 90 nm process technology. The lowered power consumption provides better thermal performance.

"In emerging digital consumer electronics applications such as digital televisions, set-top boxes with HDD recorders, and DVD recorders the demand for larger density DRAM with high-speed operation is growing rapidly," said Jun Kitano, director of Technical Marketing for Elpida Memory (USA). "It is anticipated that the 512 Megabit DDR device will be one of the primary densities requested by customers in the digital consumer market during the next year. Elpida's ability to provide consistent production of the 512 Megabit devices at 90 nm enables long-term support for its customers in the consumer electronics market."

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Elpida's 512 Megabit DDR Digital Consumer DRAM – Technical Details

Elpida's 512 Megabit DDR Digital Consumer DRAM device (Part numbers: EDD5116AFTA, EDD5108AFTA) is organized as either 32M words x 16-bits or 64M words x 8-bits. The device provides high-speed operation—up to 400 Megabits per second (Mbps) (CL=3) and can, therefore, offer a data transfer rate of up to 1.6 Gigabytes per second using two 512 Megabit DDR devices, each with a x16 configuration. This makes the 512 Megabit DDR Digital Consumer device ideal for applications requiring high-resolution graphics. The device is available in Restriction on Hazardous Substances (RoHS) compliant 66-pin TSOP II packages.

Elpida also has future plans to offer a 512 Megabit Digital Consumer DRAM device that supports industrial temperatures (-40 to +85 C) for car navigation systems.

Availability

Elpida's 512 Megabit DDR Digital Consumer DRAM devices (Part numbers: EDD5116AFTA, EDD5108AFTA) are currently available to customers as samples. Volume production is expected in October 2005.

Note to Editors: High-resolution photo is available.

About Elpida Memory, Inc.

Elpida Memory, Inc. is a manufacturer of Dynamic Random Access Memory (DRAM) silicon chips with headquarters based in Tokyo, Japan, and sales and marketing operations located in Japan, North America, Europe and Asia. Elpida's state-of-the-art semiconductor wafer manufacturing facilities are located in Hiroshima, Japan. Elpida offers a broad range of leading-edge DRAM products for high-end servers, mobile phones, digital television sets and digital cameras as well as personal computers. Elpida had sales of ¥207.0 billion during the fiscal year ending March 31, 2005. For more information, visit www.elpida.com.

The information contained within this news release, is current as of the date of release. Please note that the information herein may be revised later without prior notice.

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